

Yunfei (Jesse) Yao

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CURRENT POSITION

The Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

Strategic considerations of AI/ML, privacy, search, information economics

PUBLICATIONS (P: Ph.D. or pre-doc student, a: assistant professor, at the time of project initiation)

6. **Algorithmic Targeting and the Precision-Recall Trade-off** *Marketing Science*, forthcoming.

Ganesh Iyer, Yunfei (Jesse) Yao, and Zemin (Zachary) Zhong^a

5. **Privacy and Polarization: An Inference-Based Framework** *Management Science*, forthcoming.

Tomaso Bondi^a, Omid Rafieian^a, and Yunfei (Jesse) Yao

Extended Abstract at EC'24 (25th ACM Conference on Economics and Computation)

4. **Reputation for Privacy** *Marketing Science*, 2025, 44(5), 1145-1162.

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3. **Search Fatigue, Choice Deferral, and Closure** *Marketing Science*, 2025, 44(5), 1188-1211.

Z. Eddie Ning^a, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

2. **Dynamic Persuasion and Strategic Search** *Management Science*, 2024, 70(10), 6778-6803.

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1. **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021, 40(3), 428-458.

J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

WORKING PAPERS (P: Ph.D. or pre-doc student, a: assistant professor, at the time of project initiation)

◦ **Non-stationary Pricing and Search**

(with Wee Chaimanowong^P)

◦ **Strategic Disinformation Generation and Detection** Minor revision at *Management Science*

(with Wenxiao Yang^P and Pengxiang Zhou^P)

◦ **Invitation to Search or Purchase? Optimal Multi-attribute Advertising** Major revision at *Management Science*

◦ **A Consumer Search Explanation for Hidden Fees**

(with Samir Mamadehussene^a and Jingbo Wang^a)

TEACHING

- Instructor, Digital Marketing (MS), 2023 - present

Teaching Evaluation: 2023: 5.9/6, 5.8/6 (adjusted mean/total)

2024: 5.9/6, 5.9/6, 5.9/6

2025: 6.0/6, 5.9/6, 5.9/6

- Graduate Student Instructor (2019 - 2023):

Game Theory (MBA), Marketing Strategy (MBA), Microeconomic Theory I, II (PhD), Marketing (UG)

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS

- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

SELECTED TALKS

University College London 2026

Marketing Theory Seminar Series 2025

Hong Kong University of Science and Technology

City University of Hong Kong

2025 China India Insights Conference

SICS – 23rd Summer Institute in Competitive Strategy

14th Workshop on Search and Switching Costs (discussant)

3rd Asia-Pacific Marketing Academy Conference

NYU Shanghai Research Workshop

Hong Kong Quant Marketing Brown Bag Series

19th Annual Bass FORMS Conference (discussant)

Berkeley Economics Theory Lunch

SICS – 22nd Summer Institute in Competitive Strategy 2024

46th INFORMS Marketing Science Conference

Hong Kong Quant Marketing Mini Conference

Hong Kong Quant Marketing Brown Bag Series

18th Annual Bass FORMS Conference

CUHK and CUHK-SZ Joint Marketing Workshop

ISMS Marketing Science Conference 2023

Bay Area Marketing Symposium

Berkeley Economics Theory Lunch

17th Annual Bass FORMS Conference (discussant)

Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference 2022

(one of four *JIE* fellows)

Peking University

Nova School of Business and Economics

University of Melbourne

University of Texas at Dallas

University of Rochester

Hong Kong University of Science and Technology
The Chinese University of Hong Kong
University of Illinois Urbana-Champaign
University of California, Berkeley
Berkeley Economics Theory Lunch *2

SERVICE

To the field:

Editorial Review Board Member:

Marketing Science

Reviewer:

Management Science (Business Strategy Department, Marketing Department),

- 2025 *Management Science* Meritorious Service Award

Marketing Science,

Journal of Marketing Research,

RAND Journal of Economics,

Production and Operations Management,

Quantitative Marketing and Economics,

Review of Industrial Organization,

HICSS

To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024, 2025

Academic Advisor for IBBA Students, 2023 – present

To the department:

Executive Committee, 2025 – present

Seminar coordinator, 2024 – present

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

ADVISING

- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer, placed at the University of Southern California (Ph.D.)
- Yachong Wang, first-year paper advisor
- Teng Yu, Independent Research supervisor